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Whitesbog Blueberries -

WHITESBOG Blueberries are a real money-maker for the commercial grower.

Note that the photographed branch of these remarkable berries is reproduced here *actual size*. No picture, however, can convey any idea of the delicious flavor, which while keeping the delightful tang of the wild blueberries, is sweeter and smoother. Whitesbog Blueberries are practically seedless; they are firm and keep well. They are exceptionally heavy yielders, with all the requirements for a marketable and highly profitable fruit, commanding highest prices wherever sold.

Read inside the whole story of this remarkable berry. Learn how carefully the different varieties are propagated in the Whitesbog Nurseries. How the commercial plantations which are now in bearing are realizing a yearly return of more than \$1000 an acre. How land now unprofitable for any other crop may be well adapted to blueberry cultivation.

JOSEPH J. WHITE, INC.
WHITESBOG NEW JERSEY

Whitesbog Blueberries —

A New Cultivated Fruit That Gives the Commercial Grower an Opportunity for Exceptional Profits.

WHITESBOG Blueberries, from the standpoint of the commercial grower, have passed the experimental stage. A number of plantations of from one to fifty acres have been set and those that are now bearing are proving most satisfactory. Cultivated blueberries are now established in the New York market, the Producers' Price Current quoting them separately in 1924.

The ease with which cultivated blueberries can be grown, their freedom from disease, the longevity of a plantation once set, the rapidity with which they come into maximum bearing, the high prices they command in the wholesale and retail markets—total a number of factors of strong appeal to those who have the required soil conditions for the commercial culture of this new addition to our bush fruits.

There are two cultivated Blueberry plantations now in bearing at and near Whitesbog. The average gross price received, wholesale, for berries of the named varieties shipped during the season of 1924 was 48 cents per quart—the price ranging from 55 cents for the choicest grades to 40 cents for some of the smaller fruit at the end of the season. In this connection, it is interesting to know that cultivated blueberries last season brought from two to three times the price quoted on the wild berries.

Returns Per Acre

In commercial plantings, blueberry plants are set 4 feet apart in rows which are 8 feet apart, requiring 1361 plants to the acre. A yield of two or four quarts per bush, per year, may be expected. At an average gross price of 48 cents per quart, the returns per plant and per acre are most satisfactory. Even with a considerable variation, both in yield and price, the income from an acre set in cultivated blueberries greatly exceeds what may be expected from any other kind of fruit. Another factor is that land adapted to blueberry culture is usually low-priced.

Cultivated blueberries are propagated at Whitesbog with exacting care. The cuttings from which the plants are rooted are most carefully selected from bushes of the tested varieties. This insures vigorous, high-yielding plants. After a good root system has been developed in



A typical Whitesbog Blueberry bush with its heavy harvest of luscious fruit.

berries as a money crop. A plantation once established will furnish a large dependable source of income.

Cultural Requirements

For commercial culture it is advisable to select a location where wild highbush blueberries grow, or have grown, naturally. If such a location is not available one should be guided by the three fundamental requirements for successful blueberry culture listed by Dr. Coville, which are: (1) an acid soil, preferably one containing peat or partially decayed vegetable matter; (2) a permanent supply of soil moisture; and (3) good drainage so that the roots can get air during the growing season.

Blueberries are easy to grow now that their requirements are understood. It is necessary to recognize that they need different conditions from most cultivated crops and then to furnish the right conditions. Acid, moist, peaty soil in which most crops will not thrive just suits blueberries. Such land is usually cheap because unfit for other agriculture.

The care of an established plantation is easy and inexpensive, the chief needs being: sufficient cultivation to keep the soil loose and free from weeds, an annual application of fertilizer, and a light pruning

the propagating house, the plants are transferred to the nursery where they develop into strong, hardy plants ready for permanent setting. Under this system, blueberry plants are grown which are absolutely true to name, from varieties which have been carefully tested at Whitesbog for yield, size, hardiness, vigor and market value.

In selecting these varieties especial attention was given to their ability successfully to resist damage by frost and other adverse weather conditions. This usually insures a good crop of Whitesbog Blueberries, even when most wild berries in the vicinity are destroyed. In central New Jersey the ripening of the varieties available extends over a period of six weeks from the last of June to the middle of August.

Growing blueberries on a commercial scale is so promising from a financial standpoint that one located near natural blueberry land cannot afford to overlook the possibilities of cultivated blue-

-A real money maker

during the winter or early spring. There has been no difficulty from insects or disease and spraying is not necessary.

Whitesbog Blueberries bear the second year and produce in commercial quantities the third year. The production increases until the plants are six or seven years old, after which it remains fairly constant over a long period. Mature bushes are from 4 to 6 feet high.

Visitors are always welcome at Whitesbog at any time of the year to study the methods used in handling the largest commercial blueberry plantation yet developed. To those who cannot make a visit, a copy of our 32-page illustrated bulletin, "Commercial Culture of Whitesbog Blueberries" which describes fully the necessary conditions for growing blueberries commercially and the methods used at Whitesbog will be sent for 10 cents in stamps or coin.

Blueberries in the Garden

Delicious, unique, with remarkable beauty of bush, Whitesbog Blueberries have a tremendous appeal to the amateur or professional gardener. Strikingly attractive as ornamental shrubs, simply glorious in their fruitage, the cultivated Whitesbog Blueberries yield berries measuring nearly three-quarters of an inch in diameter, practically seedless, with all the well-remembered tang of the hills, but somehow more luscious, sweeter and smoother.

Where natural blueberry soil is not available in the garden, the right conditions can be created easily by mixing with the surface soil a liberal quantity of peaty material such as acid peat, partially rotted leaves, pine needles, sawdust, or chip dirt from an old woodpile. If the soil is clay, the addition of sand will benefit it. If none of these materials is available, we can furnish peat. If planted in a dry location, the plants should be kept mulched with leaves, straw, or lawn clippings to conserve the moisture. An occasional watering during dry weather will be very beneficial.

In garden culture, space the plants about 3 feet apart if planted in a row, or if a hedge effect is desired, 2½ feet apart. Setting the plants in beds, 3 feet apart one way and 4 or 5 feet the other way has also been found satisfactory.

At least two varieties should be included in every planting, for an exchange of pollen is necessary to insure good crops of berries. Bees and other insects care for this if the plants are within 100 feet of each other.

Planting may be done in the fall or early spring with equal success, but plants set during hot weather require careful watching and watering.

Detailed cultural directions will be furnished with the plants.

The Whitesbog Guarantee

We guarantee that our plants will reach you in first-class condition. If for any reason you are not satisfied, the plants may be returned

within three days, and we will replace them or refund your money, as you prefer. We will replace without charge any plant which proves untrue to label.

Varieties of Whitesbog Blueberries

RUBEL, late—Remarkable for vigor and beauty. Berries are often over five-eighths of an inch in diameter. If picked soon after they color, sugar is needed, but if left on the bush a week or two they grow sweet without deteriorating. Their keeping and shipping qualities are unusually good.

GROVER, late—Among the largest berries with flavor and texture unsurpassed. The bushes are strong and vigorous.

HARDING, midseason—Sweet with especially fine flavor. The berries are about the same size as the Rubel but much darker.

SAM, midseason—Berries are uniformly large, light blue, and produced in immense clusters. The flavor is delicious.

ADAMS, early—The berries rarely exceed $\frac{5}{8}$ -inch in diameter but are remarkably uniform in size, of excellent flavor, and produced in immense quantities. Medium blue in color, with a tendency to be pear-shaped.

PIONEER (Coville hybrid 620A), midseason—The first seedling from the Government trial grounds selected for propagation. The berries are light blue. The size is large, the flavor good, and the yield abundant.

KATHARINE (Coville hybrid 830C), midseason—Is of the same parentage as Pioneer. The berries ripen a week to ten days later. They are large, of fine flavor and light blue in color.

CABOT (Coville hybrid 834A), early—A very large berry, of attractive appearance. One of the best in flavor, a delightful combination of sweetness and sub-acidity.



Cross section of Whitesbog Blueberry, actual size, showing irregular arrangement of small seeds, so soft they are not noticed when the berry is eaten.



Compare with the Whitesbog Blueberry this cross section of huckleberry, actual size, with its circular arrangement of ten large, hard seeds.



Picking Whitesbog Blueberries at Whitesbog, New Jersey.

Prices

Rubel, Sam, Harding and Grover varieties:	
1 plant, delivered.....	\$ 1.60
10 plants, delivered.....	15.00
100 plants, transportation collect....	110.00
Pioneer, Cabor and Adams varieties:	
1 plant, delivered.....	\$ 2.00
10 plants, delivered.....	18.00
100 plants, transportation collect....	135.00

Katharine variety:

1 plant, delivered.....	\$ 2.50
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Five or more plants of one variety or assorted varieties will be furnished at the rate for 10 plants, and 25 or more at the rate for 100 plants.

In addition we offer the following sets at reduced prices:

Set No. 1, three plants, one each of Rubel, Sam and Harding, delivered.	\$ 4.25
Set No. 2, five plants, one each of Rubel, Sam, Harding, Grover and Pioneer, delivered.....	7.50
Set No. 3, one hundred plants, 40 Rubel, 20 Harding, 20 Grover, 10 Sam and 10 Pioneer, transportation collect.....	100.00

One-fourth or more of Set No. 3 will be furnished at the same rate.

For prepaid delivery west of Rocky Mountains, add 15 per cent. to the delivered prices.

Peat, per 2 bushel bag (enough for 3 plants), by freight, transportation collect	\$ 1.50
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Shipment to points in the Eastern States can be made at any time between October 1st and June 1st.

Shipment to more distant points should be made while the plants are dormant during the winter or very early spring.

Plants are nursery grown from ten to twelve inches high.

To Commercial Growers

The quantities quoted above are suitable for garden culture or for experiment with a view to commercial culture.

Our attractive offer of plants in larger quantities will be mailed upon request.

What Others Think

"All the bushes grew as though they had not been disturbed. The size of the berries was all we expected, and the quality excellent."—*Long Island.*

"I have six different varieties. They were planted in March, this year. All are growing well, the growth being from six to eighteen inches this season. I could not resist the temptation of allowing a very few berries to mature, and they were all that one could wish for."—*Oregon.*

"Blueberry plants received from you last winter made wonderful growth, all the way from 7 inches up to 24 inches."—*Washington.*

"I am enclosing New York draft and wish to place an order for 250 Blueberry plants. The three plants secured from you in 1921 are doing well. Rubel is fully three feet high, while Sam and Harding, though not so high, are bushier in growth and very thrifty. Those shipped in 1922 are doing well and some show fruit buds at this time.

"Am satisfied our climate and soil are adapted to their growth. Last winter was a good test. Weather as low as twenty degrees below zero and little snow to cover them."—*Wisconsin.*

"Out of 53 bushes received, I have 53 nicely growing, thrifty bushes and have been following your advice in regard to removing the blossoms, although I didn't want to do it—I have taken off enough blooms to make at least 2 gallons of fruit."—*Iowa.*

"I am glad to notify you that all my berry bushes are doing finely."—*Massachusetts.*

"We have been a regular customer ever since 1916, serving these berries on all of our steamers, and each year the demand has increased, as you can readily see by referring to your records, which will show that we now require many times the amount of berries we purchased the first year.

"Your berries have not only proven economical, but we have had the satisfaction of pleasing our patrons by serving them with the finest berries grown anywhere and finer than they had ever seen or eaten before."—*A. Horner, Assistant General Manager, Hudson River Day Line, New York City.*

"We want to tell you what the trade thinks about cultivated Blueberries. We have been handling your Blueberries for six years and never in our sixty years in this business have we had berries that gave the trade such satisfaction as yours. They are a wonderful color and size, and they keep much longer than the swamp huckleberry.

"The cultivated Blueberry business will never be overdone, as there is too much demand for them. We have to put them in the back of the store, where they are all out of sight, to make them go around our customers. We wish we could handle all our business in this way."—*W. O. & H. W. Davis, Inc., Commission Merchants, New York City.*

JOSEPH J. WHITE, Inc., Whitesbog, New Jersey



Whitesbog Blueberries, actual size. Think of the pleasure of growing—and eating—berries like these!